

The fascination of knowledge creation : studies on knowledge interfaces in high-tech services

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The Fascination of Knowledge Creation

Studies on Knowledge Interfaces in High-Tech Services

van

Vera Blažević

1. Knowledge as a resource is different from any other resource (e.g. labor, capital, energy), because as a resource it grows through use rather than depletes. (*This dissertation, Introduction*)
2. Communication is a human activity that establishes linkages between people to create and share knowledge. (*This dissertation, chapter 3*)
3. The service experience during electronic service delivery becomes more enjoyable, when customers exchange knowledge with the company and/or other customers. (*This dissertation, chapter 5*)
4. Innovation team members rely on social relationships to enlarge their own memory storage while at the same time decreasing their cognitive load. (*This dissertation, chapter 3*)
5. Writing a dissertation is like working all morning and writing two sentences and deleting them again in the afternoon.
6. When sharing an office is not an option anymore, it is great to have a telephone.
7. Kotler is a book, not a person.
8. Any difficult PLS problem can be solved with the help of colleagues and a Minibar.
9. Having to be scintillatingly witty on demand is like having to provide a urine sample to a doctor when you cannot pee.
10. Happiness is that state of consciousness where one can settle back and contentedly enjoy the moment (after a PhD defense).